

2018 FASHION WEEK ALABAMA

WED - SAT

FEB. 28 - MAR. 3

**Designer/Retailer/Pop-Up Vendor
APPLICATION**





Alabama Fashion Alliance | 3001 9th Avenue SW | Huntsville, AL 35805 | 256-585-4452

Dear Fashion Designer/Business Owner,

Thank you for your interest in the **Alabama Fashion Alliance's 7th Fashion Week Alabama** (FWA), "*Fashion Avenue*," scheduled for Wednesday through Saturday, February 28 thru March 3, 2018, in Huntsville, AL.

Each year, FWA presents some of the best of the best on its fashion runways, including collections from local and headlining guest designers across the United States. As industry compliments, corporate and local retailers also play a major role in the premier fashion event, along side of an outstanding hair and make-up glam team. With over 100 trained models in AFA's adult, teen, and children divisions, attendees enjoy a polished and professionally presented fashion experience.

This year, FWA kicks off with a **SHOP HOP TOUR** on the evening of February 28, where North Alabama residents are encouraged to visit and shop local fashion and beauty businesses. The evenings that follow (March 1-3), will feature runway shows at various venues by headlining designers and retailers, pop-up shop vendors, hair and make-up demos, children's runway show, FWA Next Top Model Walk-Off, cuisine selections by featured chefs, designer showcases by students, and more!

ABOUT FASHION WEEK ALABAMA

FWA is a marketing platform for the fashion and beauty industry. Its objective is to encourage Alabama communities to shop and patronize creative businesses locally and nationally. FWA has quickly become one of the most anticipated fashion industry events in Alabama, playing a major role in its ongoing expansion.

ABOUT THE ALABAMA FASHION ALLIANCE

Established in 2011, The Alabama Fashion Alliance (AFA) is currently an all-volunteer group of professionals, community leaders, and business owners that have been formed to work together for the common goal of uniting and advancing the fashion and fashion art industries - - locally, statewide, and nationally. Based out of Huntsville, AL, AFA organizes style focused networking mixers, holds industry workshops, and continues to serve as home to the premier events, Fashion Week Alabama (March) & Fashion WeekEND Alabama (September).

Again, thank you for your interest in supporting one of the fastest growing fashion entities in Alabama. We look forward to your response.

LeJeune
Founder at Alabama Fashion Alliance
256-585-4452

Note: Application deadline is December 30, 2017. Fees increase by \$50 if submitted after the December 30 deadline.



2018 FASHION WEEK ALABAMA | RUNWAY/EXHIBITOR APPLICATION | FEBRUARY 28 – MARCH 3

Note: Application Deadline is December 30, 2017. Fees increases by \$50 after December 30.

I am interested in becoming a RUNWAY PRESENTER - -

Thursday, March 1 Friday, March 2 Saturday, March 3
(Fee: \$100) (Fee: \$150) (Fee: \$200)

ADD-ONS: \$150-Edited Runway Video \$65-Promo Flyer
 \$125-Edited Runway Digital Images \$125-\$290 Stylist/Assistant
 \$500 – Personal Hair and Make-up Glam Squad

-----OR-----

I am interested in becoming a POP-UP SHOP VENDOR - -

Thursday, Mar. 1 Friday, Mar. 2 Saturday, Mar. 3
(Fee: \$65) (Fee: \$100) (Fee: \$150)

Note: When securing all 3 nights, deduct 25% off total cost

BUSINESS INFORMATION

Full Name: _____

Company Name (if applicable): _____

Address: _____

City: _____ State _____ Zip _____

Email: _____ Website _____

Social Media Sites _____

Office phone: _____ Fax: _____ Cell phone _____

Please email logo to alabamafashionalliance@gmail.com for overhead projection.
Checks payable to “Alabama Fashion Alliance”

Payment enclosed **Invoice me via Paypal**

Mail to:

| Alabama Fashion Alliance @ Huntsville West |
| 3001 9th Avenue SW | Huntsville, AL 35805 |

---Thank you for your support. Please make a copy for your marketing/advertising expense records---
●ALL APPLICATIONS RECEIVED SUBJECT TO APPROVAL●